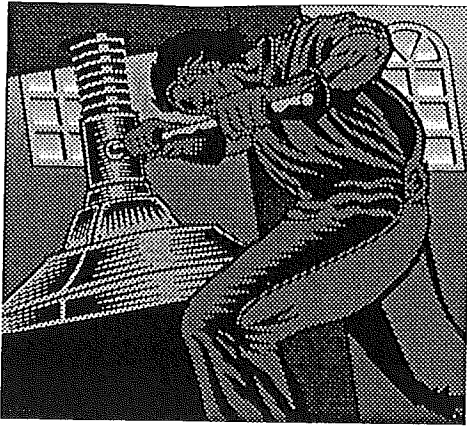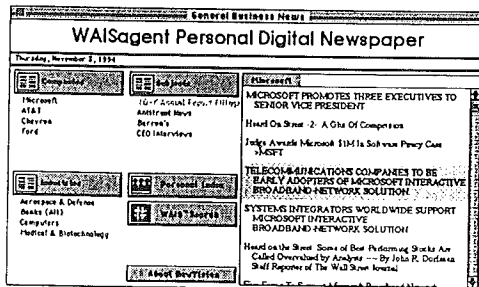300 each
of 10 items

1150 by 5 pm
_____

rest tomorrow

WAISagent for Publishers

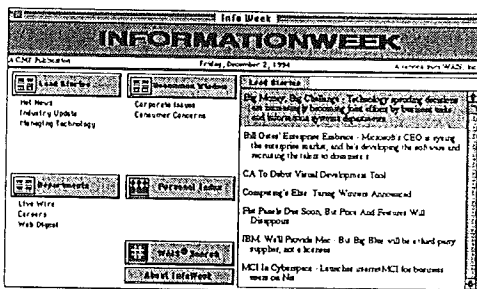Reach More Customers with Customized Electronic Presentation and Delivery of Your Content

WAISagent for Publishers is software for publishers who are using the WAISserver to make their content available online. In addition to offering readers access to content via the Internet, WAISagent lets you deliver content in a graphical, "branded" format. The WAISagent will also allow your customers to create their own Personal Digital Newspapers (PDNs) using your content.

WAISagent for Publishers gives you another way to attract customers electronically—now you can reach users who may not have the time or inclination to access your information themselves on a daily or weekly basis.

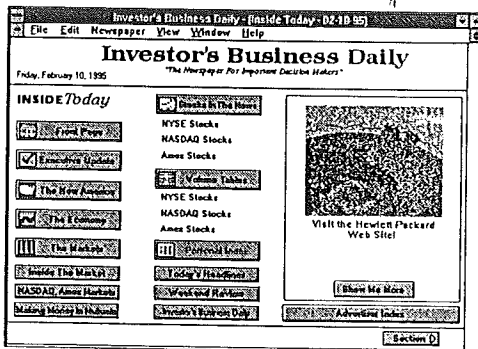## Instant "Branded" Electronic Publications

The WAISagent software is client software that works with the WAISserver. The WAISserver organizes and categorizes content, and the WAISagent presents and delivers it via email. After the content is "coded" by the WAISserver, it can be presented in the WAISagent graphical format of three major topics, with 4 sub-topics under each topic. The WAISagent allows you to recreate your publication in a customized, easy-to-use graphical format that appeals to the electronic readership.

Once your customers have installed WAISagent on their Windows or Macintosh computer, they can "subscribe" to your custom publication to have it delivered at set intervals via email.
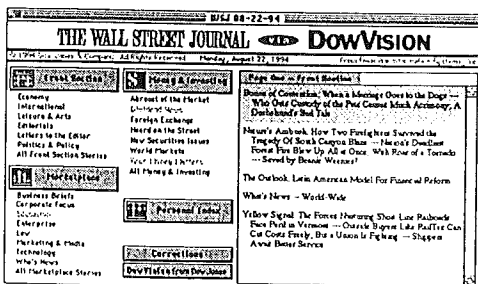
Customer-Defined Publications

WAISagent also allows your customers to design their own Personal Digital Newspapers (PDNs), based on your content. This means that your customers can specifiy which categories of stories they want to see, how many they want to see, and when they want to see them. The PDN feature is another way you can offer content to an electronic readership: targetted news, delivered when they want it in an easy-to-read graphical format.
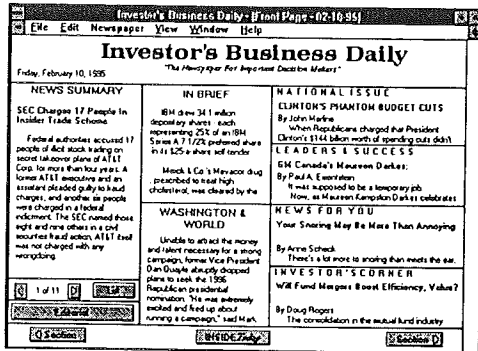
World Wide Web Link

WAISagent for Publishers also provides a "Get More Info" button that finds additional information on a subject. Users select a text string that they want more information on, and click on the Get More Info button. WAISagent for Publishert will take the text, automatically construct a query and link to a World Wide Web browser to display the results of the query. If users do not select any text prior to clicking on the Get More Info button, they are presented with a list of choices that are constructed from the meta-data in that particular story.

WAISagent for Publishers (continued)

WAISagent for Publishers Benefits

- WAISagent for Publishers allows you to reach customers who may not be technically inclined to "surf the net" for information—thus dramatically increasing the market potential of your content.

- The Personal Digital Newspaper feature helps busy customers access your content quickly and effortlessly, and helps them maximize its usefulness.

- The "Get More Info" feature pulls customers back to your WAIS Gate content on the Internet.

WAISagent Technical Specifications:

WAISagent for Publishers requires WAISserver Version 2.0.

WAISagent for Publishers' customers must have:

For Windows:
386 or higher PC
Windows 3.1 or later
3 megabytes of hard disk space
8 megabytes of RAM

Direct TCP Internet connection

For Macintosh:
A Macintosh 68030 or higher computer
System 7.0 or later Macintosh Operating System
2 megabytes of hard disk space
2 megabytes of RAM
a Powerbook-size screen or larger

Direct TCP Internet connection

WAIS Inc
Wide Area Information Servers

690 Fifth Street   San Francisco, CA 94107   Phone: 415-356-5400   Fax: 415-356-5444
Email: frontdesk@wais.com   Web URL: http://www.wais.com